ABSTRACT

An information processing system includes a content providing device (20) providing content appropriate for a user. The content providing device (20) includes: a model storage unit (40) containing a plurality of different models depending on the user attribute; a model determining unit (34) for selecting a model corresponding to the user attribute from the models stored in the model storage unit (40); a Bayesian reasoning unit (30) for reading out the model determined by the model determining unit (34) from the model storage unit (40) and using the read-out model to obtain the content appropriate for the user through probabilistic reasoning; and a recommending unit (22) for recommending the content obtained by the Bayesian reasoning unit (30) to the user. The content providing device (20) further includes a Bayesian learning unit (32) for learning models by using a user response to the content received from an operating unit (24). Thus, it is possible to accurately obtain and provide an appropriate recommendation.